

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Special Meeting  
Monthly Arts Square Fair Subcommittee  
Friday, July 25, 2014  
8:30 a.m.  
Minutes**

**Present:** Chair Janet Jones, Kim Bova, Connie Neal, and Emily Wicks

**Staff:** Kathleen Paterson

**1. Call to order**

Janet Jones called the meeting to order at 8:35 a.m.

**2. Public comment**

There was no public comment.

**3. Approve minutes**

Since there was not a quorum, Kim Bova moved that the minutes of the June 27, 2014 be accepted by consensus. The group agreed.

**4. Critique of June 27 Square Fair & Results of Vendor Questionnaire**

Kathleen Paterson had sent a survey to all vendors. The results were mostly positive, and raised issues also of concern to the committee.

**5. Items completed in preparation for July 25 Square Fair**

**Lighting:** Ms. Paterson discussed lighting options for the Fair. Because the Fair runs until 9 p.m., it is dark by the end. Vendors cannot display their wares effectively with no light and there is some, though minor, concern about safety when vendors are taking down their displays. To solve the problem for July 25, a lighting contractor has been hired. It is an expensive option, the charge being \$750 for one night. The Committee will work to explore and determine other options for the next two fairs and also looking to 2015 Fairs. Connie Neal will contact David Duprues, Manager of Willards, to see if he can make any recommendations. Ms. Bova will talk to the vendors at the Fair and hear their opinions as to lighting options. Janet Jones and Ms. Paterson will talk with the lighting expert at the Fair to discuss options. Battery powered lights will be most effective, as labor for electrical set up will not be required.

**Laminated Posters:** Ms. Paterson ordered 6 laminated posters that will be taped onto A-Frames and placed at the corners of Dog Lane & 195, Bolton Road & 195, and Dog Lane and Royce Circle. Ms. Paterson was complimented on the poster design. These posters can be re-used for every Fair.

**Volunteers:** Ms. Paterson sent out a request for volunteers to staff the Fair. The response was very good. In addition, the Volunteer Firefighters have agreed to staff the opening and closing of Dog Lane. **Flyers:** Ms. Paterson has re-ordered 500 flyers. She has distributed them to UCONN Coop, Dog Lane Café, and BIMP. Prior to July 25, she sent out press releases to the local media.

## **6. Promotion for July 25.**

Press releases are sent by Ms. Paterson, but there is no guarantee that they will be picked up by the media.

The Committee has determined that we will not do paid advertising.

Ms. Paterson has posted the Fair on Facebook, Instagram, UCONN Digest (twice), and Twitter.

## **7. Vendors for July 25**

A list of vendors was attached to the agenda. New vendors - Jennifer Stone has signed on for July and September, and Shana Shane has signed on for August.

## **8. Feedback from Committee on July 25**

There will be a meeting on Wednesday, July 30, at 3 p.m. in the Partnership Office to discuss the July 25 Fair and to consider options for lighting for August and September fairs. If committee member cannot attend the July 30 meeting, they are asked to submit their comments via email.

## **9. Other Items**

Ms. Jones reviewed the application to have a booth at the Square Fair. Application materials are available on the website.

Ms. Neal asked about guidelines concerning use of Town Square. Ms. Paterson noted that guidelines are currently being drafted with input from many of the constituencies.

## **10. Meeting Adjourned: 9:30 a.m.**

**Next Meeting: Wednesday, July 30, 2014, 3:00 p.m.**

*Minutes prepared by Janet Jones*